



KNXV

**KNXV-TV  
PHOENIX****ORDER**

Print Date 05/14/12

Page 1 of 2

Flight Dates 05/15/12-05/21/12Contract / Revision 297351 / Product Wil Cardon for SenateOriginal Date / Revision 05/11/12 05/11/12 Agency Com 15%Billing ContactAdvertiser Cardon / Republican / SenatPO Box 288  
Alexandria, VA 22313Agency Media Placement TechnologBuying Contact500 N Washington Street - Suite #31  
Alexandria, VA 22314Sales Office EWSDCSales Region NATAgency RefOrder Sep 00:20:00Estimate #Alt Order #Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A25-54Rev Codes POL POL CANDProduct Codes PLPriority P-2Advertiser RefPrimary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

**Order Totals****Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
May 2012	41	\$32,767.50	\$38,550.00	0.00	04/30/12	05/21/12	41	\$32,767.50	\$38,550.00
Totals	41	\$32,767.50	\$38,550.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	KNXV	05/15/12	05/21/12	M-F 11am-12pm Right This Minute	CM	11am-12pm	11111--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/14/12	05/20/12	-1111--		4				\$200.00		0.00			
		Week: 05/21/12	05/27/12	1-----		1				\$200.00		0.00			
N 2	KNXV	05/15/12	05/21/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/14/12	05/20/12	-1111--		4				\$600.00		0.00			



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Print Date: 05/14/12

Page 2 of 2

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PHOENIX****Contract / Revision** 297351 **Flight Dates** 05/15/12-05/21/12**Hiatus Dates****Original Date / Revision** 05/11/12/ 05/11/12**Order Sep** 00:20:00**Advertiser** Cardon / Republican / Sena **Product** Wil Cardon for Senate**Estimate #**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	KNXV	05/15/12	05/21/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/21/12	05/27/12	1-----					1	\$600.00		0.00			
N 3	KNXV	05/15/12	05/21/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	11111--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/14/12	05/20/12	-1111--					4	\$800.00		0.00			
		Week: 05/21/12	05/27/12	1-----					1	\$800.00		0.00			
N 4	KNXV	05/15/12	05/21/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	11111--	:30	5	\$850.00	P-2	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/14/12	05/20/12	-1111--					4	\$850.00		0.00			
		Week: 05/21/12	05/27/12	1-----					1	\$850.00		0.00			
N 5	KNXV	05/15/12	05/21/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/14/12	05/20/12	-1111--					4	\$1,500.00		0.00			
		Week: 05/21/12	05/27/12	1-----					1	\$1,500.00		0.00			
N 6	KNXV	05/19/12	05/19/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/14/12	05/20/12	-----S-					1	\$800.00		0.00			
N 7	KNXV	05/15/12	05/21/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	22222--	:30	10	\$1,500.00	P-2	0.00	NM	10	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/14/12	05/20/12	-2222--					8	\$1,500.00		0.00			
		Week: 05/21/12	05/27/12	2-----					2	\$1,500.00		0.00			
N 8	KNXV	05/15/12	05/21/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	11111--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/14/12	05/20/12	-1111--					4	\$600.00		0.00			
		Week: 05/21/12	05/27/12	1-----					1	\$600.00		0.00			

\*Tax 1 Note: Tax 0.5%.

**Totals** 41 \$38,550.00